

Minneapolis Healthy Food Shelf Network:

Year 1 Activities and Accomplishments

YEAR 1 GOALS

Assess the current environment to identify common issues and potential solutions for increasing healthy food options at food shelves

Facilitate communication among partners to encourage collective thinking, problem-solving, and resource sharing

Measure changes in the amount and quality of healthy foods available at food shelves over time

Pilot test strategies to increase healthy food options and develop recommendations for replication across the Minneapolis food shelf system

YEAR 1 PRIORITY AREAS

Procurement

Establish systems to increase healthy donations and purchases (especially fresh produce) from local sources

Communications

Develop standard messaging and materials to encourage healthy donations, especially fresh produce

Client Demand

Increase awareness of, and demand for, healthy foods through education, food shelf enhancements, and promotions

YEAR 1 ACTIVITIES AND ACCOMPLISHMENTS

- [Formation of Minneapolis Healthy Food Shelf Network](#) and identification of top three priority areas for collective action.
- [9 partner meetings](#) to discuss common issues and solutions + network with other food shelf representatives and stakeholders.
- [Spotlight on 7 Minneapolis food shelves](#) at partner meetings to facilitate information sharing about organizational policies and practices, operations, and outreach.
- [Baseline assessment conducted at 13 food shelves](#) to measure quantity and quality of healthy food items available; follow up assessments in July 2013.
- Procurement:
 - [Development of an online map](#) showing the location of Minneapolis food shelves, community gardens, and farmers markets
 - [Connections made with local organizations to explore donation strategies](#) including the Local Food Resource Hubs Network and Garden Gleaning Project
 - Creation of resource documents including:
 - [“What to Grow/Where to Donate”](#) list of food shelf locations, donation days and times, and preferred items
 - [“Potential Farmers Market Partnerships”](#) list of Minneapolis markets and their interest in donating to food shelves
 - [“Food Shelf Resource Guide”](#) list of food shelves, farmers markets, and community gardens by geographic “zone” for easier partnering
 - [Annual City of Minneapolis employee produce drive](#) which donated over 450 lbs of produce to two food shelves in 2012.
 - Launch of [Plant an Extra Row campaign](#) connecting 35 food shelves with fresh produce donations from over 120 gardeners.
- Communications:
 - Launch of [www.healthyfoodshelves.org website](#) to promote healthy donations.
 - Creation of [Healthy Food Shelf Network website](#) to house resources.
 - [Development of promotional signage, brochures, and other materials](#) to encourage healthy food donations.
 - [Promotion of ‘giving gardens’, healthy food drives, and financial donations](#) as strategies for local businesses to support food shelves.
- Client Demand:
 - [Technical assistance to 6 food shelves](#) including physical enhancements to increase the visibility and attractiveness of healthy food options.
 - [Group discussion of best practices and lessons learned](#) for client education.

LOOKING AHEAD

- Ongoing partner meetings and technical assistance to food shelves.
- 2013 City of Minneapolis employee produce drive and Plant an Extra Row campaign.
- Pilot test ‘donation gift card’ strategy in local retail stores.
- Meet with food banks to share healthy food policy and practice recommendations.